



They don't make towns like this anymore.

Flagstaff Convention and Visitors Bureau

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FCVB Mission

*To develop, promote and maintain
Flagstaff as a year-round visitor
destination with professional
visitor services that will benefit
the community economically,
environmentally and socially.*

Meet the F.C.V.B. Team

The Flagstaff Convention & Visitors Bureau



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Sharlene Fouser
Visitor Center Supervisor

Join Us!

Share your tourism ideas each Tuesday morning at 8:30 a.m. at the FCVB weekly staff meetings in the historic Milligan House located at 323 West Aspen Avenue. *No RSVP Necessary.*

Get Your Kicks on Route 66!



Who hasn't heard of Route 66? The Mother Road, Main Street USA, Get Your Kicks on Rt. 66 are all synonymous with the wonderful resource. Unfortunately, the actual conditions of the remaining route and its former attractions is less than desirable and is the driving force behind the efforts of communities along the byway to save what remains. The Flagstaff stretch of Route 66 is in the process of being considered for National All-American Road status with the Route 66 Corridor Management Plan. This is significant to all the communities along the Route not only for the status of the designation, but more importantly for all the doors it will open for funding to restore communities and protect the future of Route 66.

The Flagstaff Convention and Visitors Bureau submitted the Route 66 Corridor Management Plan to ADOT in March 2005. Applications are only accepted by ADOT every two years. The results will be released in the Fall of 2005. This plan was completed in conjunction with stakeholders and citizens who live and work along the corridor to ensure that the goals of the plan reflect the priorities of the communities connected with Route 66. The primary objective of the Route 66 Corridor Management Plan is to document necessary efforts along Route 66 that will sustain the resources and route for generations to come. In addition, the designation will serve to foster the necessary relationships that are required to promote and protect the intrinsic qualities that define the Route 66 experience.

Route 66 occupies a special place in American popular culture and history. It represents freedom, mobility, and adventure. Nowhere else is that more prevalent than the open lands of Northern Arizona along Route 66. Arizona's portion of Route 66 has provided tourism opportunities and an economic boom since it was first paved in the 1920's. Cowboys and Indians, petrified forests, ranches, reservations, the Grand Canyon and the numerous curios shops and theme hotels in the towns and along the route have all been the mainstay features attracting travelers along Route 66. The Route 66 Corridor Management Plan demonstrates that the attraction

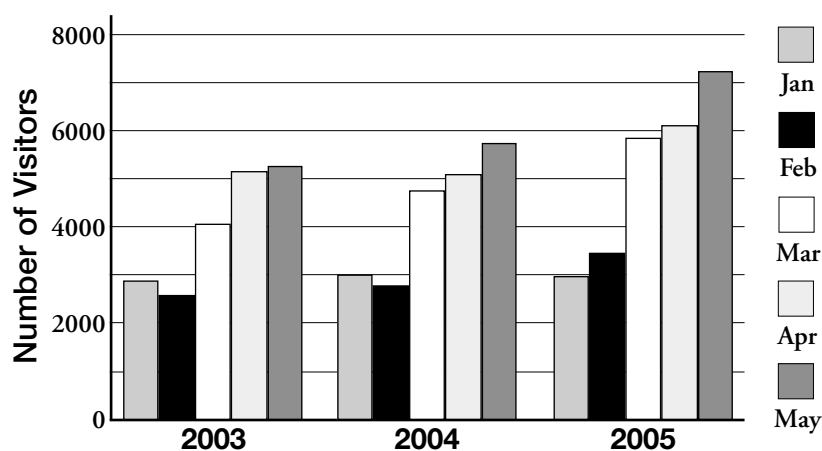
to Route 66 is more than just the pavement and the road - Northern Arizona is the showcase of the route. Even before Route 66, travelers and traders followed the route in search of new people and places. The rich cultural history of the route continues to mystify and fascinate visitors seeking a destination experience. The Route 66 alignment was located on existing trade routes of Native Americans and early European explorers.

The purpose of the Arizona Historic Route 66 Corridor Management Plan is to provide a guide in the future preservation, protection, and enhancement of this significant roadway corridor. The Arizona Department of Transportation designated several portions of U.S. Route 66 in Arizona as a State Historic Road in 1987. The intent of the plan is to facilitate improvements, while also conserving the unique character of the Byway. By providing attainable goals and visions for the future of the Byway, the plan details an implemented strategy that will ensure the Byway's colorful legacy for generations to come. Designation under the National Scenic Byways Program as an All-American Road could provide numerous benefits to the property owners who live and work along Route 66. National recognition and access to many marketing networks will support residents in maintaining the integrity of Route 66 and its surroundings.

Flagstaff Visitation on the Rise in '05

Flagstaff Visitor Center Reporting Strong Numbers in 2005

The number of people visiting the Flagstaff Visitor Center is up 21% over 2003 and 16% over 2004 with the first five months recorded for 2005. At this pace the Visitor Center could reach record visitation numbers for 2005.



Welcome New Flagstaff Tourism Commission Members

The FCVB is pleased to welcome new Tourism Commissioners: **Cynthia Nemeth**, Events Manager/Coconino County and **John Dodson**, Managing Partner/Chilis Grill and Bar. The Tourism Commission is one of the guiding forces behind the FCVB. Each month the commissioners meet to receive an update on the FCVB's activities, discuss the health of the tourism industry in Flagstaff, develop goals and objectives and otherwise be a sounding board for ideas and programs relating to the tourism industry.

The commission is comprised of nine voting members (five seats from the hospitality industry and four non-industry seats) and a city council liaison (non-voting). Meetings are the fourth Tuesday of the month at 1:30pm in the second floor staff conference room in City Hall. The public is welcome.

Tourism Commission: Cheryl Cothran, Director/Arizona Hospitality and Resource Center at NAU/HRM Management; Al Madle, Instructor/Coconino Community College; Dawn Nevarez, Owner/Mountain Christmas; Robin Prema, Owner/Prema Companies/Super 8 Flagstaff; Mark Ross, General Manager/Holiday Inn Express; Joe Sanchez, Owner/Aspen Inn Bed & Breakfast; Gary Weisskopf, General Manager/Black Barts Steakhouse and Musical Revue; Cynthia Nemeth, Events Manager/Coconino County; John Dodson, Managing Partner/Chilis Grill and Bar; Al White, Vice Mayor.



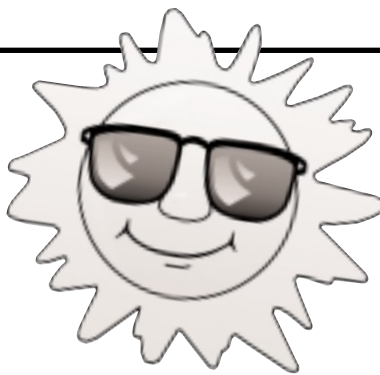
Arizona Office of Tourism Awards Flagstaff Visitor Center Certified Status

Congratulations to our Visitor Center! The Flagstaff Visitors Center, located in historic downtown Flagstaff in the train station at 1 E. Route 66, received recognition from the Arizona Office of Tourism (AOT) for certified visitor center status. Brian Lang, AOT Visitor Services Manager stated the, "Arizona Office of Tourism (AOT) works with visitor centers throughout Arizona to help them reach certification. Benefits of being an AOT certified Visitors Center include receiving state highway signage, AOT collateral, and access to AOT resources and technical assistance. These things each bring exposure to a community and help tourists know that it is open for business. For many, this is also a point of community pride."

The Flagstaff Visitors Center is often the first and last point of contact for our visitors. The Visitor Center staff with their wealth of knowledge and information offers assistance to visitors for the discovery of Flagstaff and northern Arizona. The Visitor Center is also available to assist residents to re-discover northern Arizona. Stop by and take a look at Flagstaff's beautiful, charming and helpful Visitor Center in downtown Flagstaff!

Flagstaff's Hot!

Flagstaff is hot and sitting on top of the world! Named one of the best places to live, to discover adventure and a small town gem, Flagstaff ranks at the top of the list.



Flagstaff is one of The Best Places to Live, according to Men's Journal, April 2005 issue. Out of a list of 50 places in the world, Flagstaff was named number two! The journal described the Flagstaff climate as clear in mid summers and cold in the winters with 99 inches of snow. They described the scene as, "No longer a pit stop, revitalized Flagstaff is a mountain lover's dream, with skiing in the San Francisco Peaks and a cleaned-up downtown with a hopping nightlife."

Additionally, Flagstaff was named on the "Top Ten Small Town Gems" for their American Retreats special, by National Geographic Traveler Magazine, March 2005 issue. The article titled, *Think Small: 10 Great Towns That Will Keep You Feeling Young*, written by George W. Stone and photographed by Catherine Karnow, highlighted Flagstaff favorites such as the Lowell Observatory, Walnut Canyon, Northern Arizona University and the Museum of Northern Arizona among a few others. Wonderful photos included shots of the Hotel Monte Vista, Martan's Restaurant, Macy's Coffeehouse, Museum of Northern Arizona and Wupatki National Monument.

Last, but not least, Flagstaff was also named one of the "Great Towns of the Four Corners" by National Geographic Adventure, March 2005 issue. Written by Elias Butler, the article muses that Flagstaff is a destination for "The Naturalist", mentioning biking on the Elden Lookout Trail, exploring Old Route 66, the Old West at the Hotel Monte Vista, a fresh morning start at Macy's Coffeehouse and light and delicious cuisine at the Cottage Place Restaurant.

Flagstaff Attraction & Event Highlights

The Arboretum at Flagstaff

Wild Birds of Prey Demonstrations at The Arboretum

Come face-to-face with hawks, owls, and other Arizona raptors during live birds of prey demonstrations this summer at The Arboretum. Weekend programs will include "on-the-fist" demonstrations in June and July, and dramatic "free flight" shows in August and September. The programs are the result of collaboration between The Arboretum and High Country Raptors — a non-profit organization that rehabilitates birds of prey and educates the public about the value of Arizona's native raptors. The demonstrations will take place on Saturdays and Sundays at 10 a.m. and 2 p.m., and are free with admission. The Arboretum is open every day this summer from 9 a.m. to 5 p.m. Admission is \$5 for adults, \$2 for youth 6-17, and free to children under six. The Arboretum is located four miles south of Old Route 66 in West Flagstaff, on Woody Mountain Road. For more information visit, www.thearb.org or call 774-1442.

Arizona Snowbowl

Year Round Alpine Fun

For over 25 years, the Arizona Snowbowl has been transporting families on a journey to 11,500 feet for panoramic views of northern Arizona. The Summer Scenic Skyride carries adventurers who love to explore, hike and enjoy the great outdoors to the top of this extinct volcano. The ride makes for an easy afternoon activity enjoyable for all ages — the perfect escape for the entire family. The Skyride operates daily from 10 AM to 4 PM, Memorial Day weekend through Labor Day weekend, then Friday, Saturday and Sunday until mid-October. For more information visit, www.arizonasnowbowl.com or call 779-1951 x109.

Arizona Ticket and Tours

Announcement of Services

The Orpheum Presents LLC (dba TOP) has opened Arizona Ticket and Tours, an outlet office at the Orpheum Theatre at 15 W. Aspen Avenue. AZ Ticket and Tours offers a wide range of ticketing and tourist services for local residents and tourists for a variety of recreational, educational, entertainment and adventure activities. For more information, contact the Orpheum Theatre at info@orpheumpresents.com or call 556-1580.



Downtown Flagstaff

Downtown Business Alliance Presents "Movies on the Square" & "Route 66 Days"

The Flagstaff Downtown Business Alliance (FDBA) is a non-profit, volunteer organization dedicated to the preservation and promotion of Historic Downtown Flagstaff. This summer visitors and residents may look forward to the annual Movies on the Square event and Route 66 Days. The Movies on the Square is an event to show movies every Friday night at sundown from May 13, 2005 to September 9, 2005. Live entertainment will precede each show starting at 6 p.m. Each event is free thanks to sponsorship by local businesses.



Route 66 Days is scheduled September 9-11, 2005. Activities will include a parade, live music, Harley-Davidson raffle, children's carnival and sock hop, arts and crafts festival from 9 a.m. to 5 p.m. at Wheeler Park, classic car display in Downtown Flagstaff, a Route 66 Performance at Clifford E. White Theater Friday and Saturday night, and a Sunday matinee. There will be Public Parking at NAU with free shuttle service available to the activities. For more information and complete movie listing visit www.flagdba.com and click on current events or call FDBA President Debbie Kaiser at (928) 714-1000 x140.

Lowell Observatory

Arizona Governor, Janet Napolitano, adds Lowell Observatory as an Arizona Treasure

Following a Spring 2005 visit to Lowell Observatory, Arizona Governor, Janet Napolitano, added the attraction to her list of Arizona Treasures. Her visit focused on an in-depth Navajo-Hopi Astronomy Outreach Program. In its ninth successful school season, the Navajo-Hopi Astronomy Outreach program was started in 1996 by Lowell astronomers, Deidre Hunter and Amanda Bosh (now with Boston University) as a way to bring the excitement of astronomy to Navajo (Dine) and Hopi schools. Under this program, Lowell astronomers make visits to the teachers' middle school classroom throughout the school year. The program is designed to work closely with teachers and also demonstrates sensitivity to the cultures and world views of Native American

participants. In addition to Lowell Observatory's main campus on Mars Hill just west of Flagstaff, other activities include a night of observing at two of the Observatory's research telescopes, star parties at the various schools, hands-on science experiments, and classroom visits by astronomers to each participating school. For complete details on the program, visit <http://www.lowell.edu/users/outreach/outreach.html>.

Founded in 1894, the Observatory remains an excellent window into astronomy with informative daytime tours, nighttime telescope viewing, an interactive exhibit hall and multimedia shows. Tours take you to the 24-inch refractor telescope used in the discovery of the planet Pluto. Located just a mile from downtown Flagstaff, Lowell houses an active research program that will open your mind's eye to the wonders of astronomy. For more information about Lowell Observatory's hours, admission and programs visit www.lowell.edu. or call 774-3358.

Museum of Northern Arizona

Stories on Stone

Stories on Stone, an exhibit opening June 4, 2005 at the Museum of Northern Arizona in Flagstaff, takes a broad look at rock art, an ancient form of communication, and begins to unlock the stories held in these intricate symbols and images.

Ever wondered about the mysteries of rock art? Stories on Stone explores how rock art was made, how it is studied today, how it can be understood, and how it can be conserved for generations to come. "The Colorado Plateau has a rich heritage of rock art, left by cultures spanning over 12,000 years and across many archaeological time periods," says MNA Deputy Director Stefan Sommer. "This exhibit brings together many of the most beautiful examples that remain today."

These fragile works survive best in dry conditions, which explains the amazing density and variety of rock art found in this Four Corners region.

The Museum of Northern Arizona is located three miles north of historic downtown Flagstaff on Highway 180. The Museum is open 9 a.m. to 5 p.m. daily. For more information, visit the website at www.musnaz.org. or call 774-5213.

Riordan Mansion State Historic Park

New Exhibits at Riordan Mansion

Riordan Mansion State Historic Park is pleased to announce two new exhibits. The newest revolving exhibit in the Michael J. Riordan Family Home (aka "west wing") Breakfast Room is "Timber Tales and Rails." This display tells the story of how trees were harvested, loaded, and brought into the lumber mill. This story is told through pictures and in the words of Arizona's Territorial Historian, Sharlot Hall. The display will also feature a U.S. Forest Service map on which Park Manager, John Schreiber has painstakingly traced where the Riordans' logging railroad, the Central Arizona Railway, was built out into the woods.

The next exhibit is a new permanent display featuring "Lest They Perish" by Tim Riordan and the U.S. Food Administration During WWI. The year is

1918, the world is at war and people are starving. President Wilson created the U.S. Food Administration to help conserve food at home so the U.S. can feed both soldiers and the millions starving all over Europe. Herbert Hoover was selected to lead this new organization, and Hoover chose Tim Riordan, to be the U.S. Food Administrator for Arizona. This new display about the U.S. Food Administration includes 1918 posters that were produced to tell Americans how they could help, and a beautiful letter written for Tim by his brother, Michael, to the citizens of Arizona.

Riordan Mansion State Historic Park is located at 409 W. Riordan Road with summer hours (from May through October) from 8:30 a.m. to 5:00 p.m. 7 days a week, with guided tours beginning at 9:00 a.m. Guided tours last about an hour and are the only way to see the inside of the mansion. Admission is \$6.00 for adults; \$2.50 for youth (7-13); there is no charge for children 6 and under. Reservations are recommended. For more information, visit the website at www.azstateparks.com or call 779-4395.

Hotel Improvements Attracting More Visitors

The Grand Canyon, Sedona's Red Rocks, Oak Creek Canyon, Native American reservations, and a string of breathtaking national monuments are all within a short drive. Flagstaff is the perfect hub for Northern Arizona explorers because you can experience the variety in people, land, culture and history the Southwest has to offer. Area hotels are keeping up with the visitor demand with hotel improvements.

Hotel improvements at the Hampton Inn East Flagstaff were announced with the completion of the 2005 renovations. Hampton Inn is a first class hotel nestled among the ponderosa pines at the base of Mount Elden and guests can enjoy numerous improvements including new beds in every room that were transitioned from the "doubles" to the updated queen size beds with 28-32" Serta sleepers; new carpet, drapery and wall vinyl in all of their rooms; hot breakfast buffet (eggs, biscuits, gravy, waffles, fresh fruit, etc.); and improved showers with curved shower rods for a more spacious shower area. Visitors receive Hampton Inn's daily treatment with complimentary deluxe continental breakfast, USA Today, and in the evening receive fresh baked Otis Spunkmeyer cookies and milk. Guests may also look forward to a refreshing swim in the indoor heated swimming pool or Jacuzzi.

At Flagstaff's Holiday Inn expect the conversion to a Holiday Inn Express in the spring/summer of 2005. The conversion includes a \$900,000 major renovation. The renovation features new bathroom fixtures with the signature Holiday Inn Express massage showerheads, deluxe Egyptian plush cotton towels, new carpet, new wall vinyl, new bedroom decor, granite countertops and brand new pillow top mattresses. Plus, guests may look forward to the addition of a complimentary Deluxe Continental Breakfast; as well as, a renovated indoor/outdoor heated pool and spa area. The Hotel's 156 beautifully appointed guest rooms are equipped with electronic key access, iron/ironing boards, coffee and tea makers, work stations with telephones, data ports, voicemail and free wireless high-speed internet.

Guests at the Econo Lodge on Lucky Lane in Flagstaff will enjoy fresh new features. Implemented in 2004, this hotel highlights a new breakfast area, new fitness room equipment and steam room. This hotel also features suites with balconies and evergreen rooms that are equipped with individual air and water filters. Suites include VCRs, irons, ironing boards, coffee makers, microwaves and refrigerators. This Flagstaff hotel provides business travelers with conveniences like computer hook-ups and access to copy and fax services. Guests will also enjoy the indoor heated pool with whirlpool. The hotel received the Presidential Award and the Ruby Award from Choice Hotels International for exceptional guest services and hotel cleanliness.

The Residence Inn Flagstaff by Marriott completed a renovation with all beds replaced and a complete "soft-cover" renovation finished. Expect new carpeting, new wallpaper and sofas in the rooms, as well as, new flooring in the fully equipped kitchens. This facility recently installed complimentary high speed Internet access in all rooms.

A two-year, \$3.5 million remodel, will be enjoyed by guests staying at Embassy Suites, located on Milton Road. Guests will enjoy the décor and amenities with the complimentary cocktails and appetizers served each evening in the new lounge, and a full hot breakfast included in every stay.

Stay in the Know!

Stay in the know with the Flagstaff Convention and Visitors Bureau publications, such as *Flagstaff Happenings*, *InfoBites*, *Calendar of Events* and *Travel Guide*. Each piece serves as an important function to this community in efforts to promote tourism and is an excellent source for tourism news, activities and events for residents and visitors. If you are a citizen of Flagstaff or interested in the Flagstaff's tourism industry these items can help you plan your activities in and around town. The publications are free, compliments of the Flagstaff CVB!



Flagstaff Happenings is available each week as a source for current local or regional activities, attractions and events. This flier may be downloaded from our website at www.flagstaffarizona.org, or available as an e-mail. In addition, this flier is posted each week in the kiosks located in the downtown Flagstaff area, Flagstaff Convention and Visitors Bureau, Visitor Center and at various hotels, attractions, restaurants and businesses.



InfoBites is released bi-monthly to community stakeholders and interested parties as an email newsletter. This contains local, regional and state tourism news as it relates to Flagstaff; it is available by email only. If you are interested in receiving *InfoBites* via email, please contact Khamsona at ksirimanivong@ci.flagstaff.az.us.



The Flagstaff Calendar of Events is published each season with the schedule and details of current events. *The 2005 Summer Calendar of Events* is available now at the Flagstaff Convention and Visitors Bureau, Visitor Center and at various hotels, attractions, restaurants and businesses. To place your event listing in the tri-fold brochure, please contact Carrie Nelson at the FCVB or send her an email at cnelson@ci.flagstaff.az.us. Events may also be submitted via mail, fax or entered on-line at www.flagstaffarizona.org. Event information should be tourism related and submitted by the deadline date.

Our Flagstaff *Travel Guide* is a small booklet published annually with comprehensive information about northern Arizona including everything from attractions, events, shopping, antiques, recreation, accommodations, dining, campgrounds and maps. This is a resource every citizen and visitor should have! *The Travel Guide* is available at the FCVB and free; however, advertising opportunities are on a first-come, first-serve basis, certain criteria and fees apply. For more information call (928) 779-7611 or email administrative specialist Carrie Nelson at cnelson@ci.flagstaff.az.us.

